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College Now Announces Creation of the Wasserman Scholarship Fund

CLEVELAND, March 30, 2021 — College Now Greater Cleveland is pleased to announce the creation of the Wasserman Endowed Scholarship Fund at College Now Greater Cleveland. The Wasserman Scholarship Fund has been established by Casey Wasserman of Los Angeles, California, in recognition of his grandparents, Edie and Lew Wasserman, who were born and raised in Cleveland, Ohio.

Created with a generous grant of \$500,000, the Wasserman Scholarship Fund will provide two scholarships in perpetuity to high school graduates. The Edie Wasserman Scholarship will be awarded annually to a graduate of Edie's alma mater, Shaker Heights High School; and the Lew Wasserman Scholarship will be awarded annually to a graduate of Lew's alma mater, Glenville High School.

"Providing access to quality education regardless of socio-economic status is extremely important to my family and me," said Casey Wasserman. "Although my grandparents didn't attend college, they saw the value of education and made it a priority for the Wasserman Foundation. I am thrilled to honor them by establishing scholarships for graduates of their respective high schools."

Casey Wasserman acts as President and Chief Executive Officer of the Wasserman Foundation. He is the Chairman and CEO of Wasserman, a sports marketing and talent management company that he started in 1998. Casey is also the Chairman of the 2028 Los Angeles Olympic and Paralympic Games.

"We are deeply grateful to Casey Wasserman and the Wasserman Foundation for establishing the Wasserman Endowed Scholarship Fund at College Now Greater Cleveland," said Lee Friedman, Chief Executive Officer at College Now. "We are touched by Casey's desire to honor his grandparents in this way and are thrilled that Lew and Edie Wasserman's commitment to education and improving children's futures will be extended to Cleveland students from their alma maters. It is our honor to continue their work through the Wasserman Scholarship Fund."

A new graduate of Shaker Heights High School and a new graduate of Glenville High School will be selected every year to receive either the Edie Wasserman Scholarship or the Lew Wasserman Scholarship. The maximum scholarship award is \$2,125 annually per recipient, and the scholarships are renewable for up to three additional years, provided students maintain their full-time status, 2.0 cumulative GPA, and participation in College Now's Mentoring Program. The first scholarships from the Wasserman Scholarship Fund will be awarded to students matriculating in Fall 2022.

About Lew Wasserman

Lew Wasserman served as the former Chairman and Chief Executive Officer of MCA Universal, where he oversaw the creation of Universal Studios and blockbuster films including *Jaws*, *E.T.*, and *Jurassic Park*. Before heading to Hollywood, Lew began his career as an usher at the Palace Theatre in Cleveland in 1933. Lew and Edie created the Wasserman Foundation in 1952.

About the Wasserman Foundation

The Wasserman Foundation is a private family foundation based in Los Angeles. The Foundation provides grants to organizations in the following areas: education, health, arts & culture, service, and global initiatives. In the education space, the Foundation work includes helping transform Los Angeles public schools, supporting a college access pipeline program called College Track, and providing endowed scholarships at UCLA, Cal Arts, Caltech, NYU Tisch School of the Arts, Georgetown, and Brandeis. For more information, please visit www.wassermanfoundation.org. Follow us on Twitter @wassermanfdn.

About College Now Greater Cleveland, Inc.

College Now provides Greater Cleveland students with guidance and access to funds to prepare for and graduate from college. For more than 50 years, our goal has been to help students pursue educational opportunities that empower them to embark on rewarding careers and strengthen our community. College Now assists more than 31,000 students each year, delivering college access advising, financial aid counseling, and scholarship and retention services in five Northeast Ohio counties, in the College Now Resource Center and through community-based programs. For more information, visit www.collegenowgc.org.

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